Good Morning!

SAY HELLO IN THE CHAT BOX, THE

WORKSHOP WILL START VERY SOON.

Are you in the right place?

- YOU WORK MORE THAN 10 HOURS PER WEEK ON YOUR BUSINESS

- YOUR SOCIAL MEDIA TAKES UP TIME EACH WEEK

- YOU DO NOT KNOW WHAT BLOG POSTS YOU WILL BE POSTING IN JANUARY

- YOU ARE A SOLOPRENEUR AND FEEL BURNT OUT SOME DAYS OR WEEKS

- YOU KNOW YOU CAN BE MORE EFFECTIVE IN THE WAY YOU WORK, YOU JUST DO NOT KNOW HOW TO GET STARTED.

- YOU LIKE WORKSHOPS AND THOUGHT YOU WOULD POP IN AND SAY HELLO TO EVERYONE (HELLO)

Starting a business with a day job

THERE ARE SO MANY PEOPLE IN THE WORLD WHO WORK A TYPICAL 9-5 AND RUN A THRIVING BUSINESS IN THE EVENINGS AND THE MORNINGS.

IT CAN SEEM IMPOSSIBLE AT FIRST - ESPECIALLY WHEN YOU HAVE A FAMILY OR SCHOOLING TO ADD TO THE EQUATION. BUT THIS SIDE-HUSTLE LIFESTYLE IS TOTALLY POSSIBLE AND YOU CAN BUILD YOUR BUSINESS IN ONLY 3 DAYS A WEEK.

TODAY'S WORKSHOP IS GOING TO TEACH YOU HOW TO DO THIS AND HOW TO SET UP YOUR BUSINESS SYSTEMS SO THAT YOU'RE NOT PULLING OUT YOUR HAIR TRYING TO GET IT ALL DONE.

3 Key Systems

WE'RE GOING TO LOOK AT THREE KEY SYSTEMS THAT WILL ALLOW YOU TO SAVE TIME AND GET MORE DONE IN LESS TIME.

1.   BATCH PROCESSING

2.   AUTOMATING SYSTEMS

3.   DELEGATING WORK

IF YOU PUT THE INITIAL WORK INTO GETTING THESE SYSTEMS SET UP, YOU WILL BE ABLE TO RUN YOUR BUSINESS ON ONLY A COUPLE HOURS A WEEK.

Batch Processing

I USE THIS METHOD MOST OFTEN OUT OF ALL THE SYSTEMS WE'RE GOING TO TALK ABOUT TODAY.

What can you batch process?

When we are distracted from our work it takes us a long time to get back into our "zone". It's a human flaw that we all possess.

Too often, we switch from writing a blog post, then to creating a graphic for the post, then formatting - and we lose our momentum. When you batch process, you're able to focus on one task and get into the "zone" so you can bust out 3-4 blog posts in one sitting, and then do the rest of the work later.

This is a really effective way to create content for your business, so let's break down how you can use batch processing to write a blog post.

Batching Blog Posts

- Open up your preferred writing space - for me this is google docs. I love the outline format that let's me make it easy to format my blog post once I move it into SquareSpace. Create a document for each post you want to write. I like writing 4 posts at a time so that I get a month's worth of content done at a time. Now I open up the first post doc and outline

- I outline the main topics I want to talk about. I use headers and sub-headers to break up the sections and I might write a sentence or two in each part just to remind me what I'm thinking about. I outline all 4 blog posts.

- Next, I'll write the introduction. I have a small paragraph at the beginning of all my posts that talk about the post and give a brief overview of what will be covered. I always write these firsts so that I have a basic idea to follow as I write the post. I write the intro for all 4 blog posts.

Batching Blog Posts

- After that I like to create the graphics for my blog posts - I do this in Canva where I can easily download and create all 4 graphics quickly using templates. I save these and upload them to my CoSchedule drafts (which I create at the beginning of each year - read more about that in my Ultimate Content Guide).

- Now I write. I'll work on one post at a time and write the bulk of my content. This is only my first draft, so I don't worry about punctuation or spelling. I mark sections where I want videos, images or infographics by using brackets like [video here] or [link to xyz blog post here] so I can go back later. I write the rough draft on all my blog posts.

Batching Blog Posts

- Then, I like having my husband or VA look over the post and tell me if things aren't clear, if I need more detail, etc. And I have THEM format, correct spelling and do that busy work. This is what your team is there for! You should be the one writing your content but let others do the work that can be delegated. There's no reason for you to edit your own work - especially because having someone else edit usually results in better writing.

- Finally I'll write the final draft IN SquareSpace. I copy/paste all my text into the editor and re-read while I format and add anything else that needs to be said.

- Lastly, I'll add all the extra content (videos, photos, infographics) to the post before scheduling it to go out. Again, my images, social media and SEO will be pre-created at the beginning of the year - reference the Ultimate Content Guide for more detail on that process.

How much time does this save?

This method of writing a post may seem strange at first and it can be hard to break your current habits, but I promise you - this method is much faster than anything you're doing now.

I actually timed myself writing posts for a full month to see which was quicker. I wrote 4 posts using a traditional method (write, edit, write, format, images, schedule, then do it again) and I wrote 4 posts using batch processing.

It took me 2 hours and 14 minutes to do it one-by-one and only 67 minutes to do it with batch processing. All my posts were over 2000 words and completely ready for publish. That's an hour I saved just for a **MONTH** worth of posts.

That's 12 hours for a year. What project, product or how many new clients could you take on with 12 hours?

Developing Workflows

When you build a workflow for every project, it'll make it a lot easier to figure out how to batch the work.

You can build workflows for anything you do in your business. Here's the few I recommend starting with:

- Blog posts
- Email Newsletters
- Social Media Posts
- Your Services (Client Intake)
- Updating Profiles

- Launching Products/Services
- Checking your emails
- Training new team members
- Creating Video or Podcasts

Batching in Batches

Your workflow isn't going to be completed in one day if you're batching correctly.

Look at my Blog Post workflow for example – I can't complete 10 blog posts in one day, but I can complete 10 graphics, 10 titles and 10 social media posts.

When you batch work in batches, it can feel like you're not getting a lot done – but at the end of the workflow, you'll have weeks worth of work done in just a few hours.

Automated Systems

WHAT SHOULD YOU AUTOMATE AND HOW CAN YOU DO IT WITHOUT FEELING LIKE A ROBOT?

What does automation actually mean?

Automating your business has been a popular topic among small business owners this past year.

There are so many incredible tools available that make it SO easy to automate. There's a reason books like the "4 Hour Workweek" are so popular - we all love the idea of working less.

Let's get some of your systems set up now.

Client Intake System

This one is SO easy to automate. So easy - that I'm going to show you how to do it, right now, using one of my favorite tools 17Hats.

Online Shop

Obviously there are a TON of revenues you can take to start an online shop - but I recommend starting on Etsy because there's already a massive amount of traffic and it's easy to setup with minimal cost.

You can sell physical products or digital downloads. Again - I suggest digital goods so you have less start-up cost and no inventory to track. Easy, passive income takes time to set up, though.

Kelsey at Paper and Oats has an incredible amount of resources if you're looking into starting on Etsy - I recommend checking her out.

Social Media Posting

TIP: if you're going to automate your social media posting, please understand that you cannot automate your social media presence.

You still need to get on your channels to chat, retweet and connect with people. This cannot and should not be automated.

You can delegate this part, but we'll get into that in a bit.

Email Filtering

1. Switch to Gmail or Outlook

2. Take my free inbox zero eCourse

3. Set up filters that allow you to see only what's important

4. Delegate someone else to organize your inbox

Other Places to Automate

- Email Newsletters

- eCourse Sales and eCourse Content

- FAQ pages & Canned Emails

- Invoice Reminders to Clients

- Bookkeeping (Wave Accounting or QuickBooks)

- Small tasks (IFTTT & Zapier)

- Bills and Payments

Hiring Help

WHAT CAN YOU DELEGATE TO OTHER TEAM MEMBERS? HOW SHOULD YOU HIRE AND FIND VAS?

Who should you hire?

Too many business owners worry about WHERE to find help and not enough worry about WHO to hire. What positions do you need to fill in your business?

- Graphic Design

- Content Creator

- Customer Service Manager

- Accountants or Bookkeepers

- Virtual Assistants

- Project Managers

How to Train

Before you hire anyone, you need to have a system set up to train and work with your team. We use Asana, but you can use any tool you'd like!

Set up a training system for your team. Here are some things you'll want them to know:

- Your brand guidelines

- Tools and Apps you use in business

- Your sales funnel and client intake system

- Rules for team members (guidelines to follow)

- Anything job-specific (i.e.. Email management, calendar rules, color coding systems)

Budget and Plans

Next, you need to decide how much you can pay staff. Only $100 a month or $2000 per month? Knowing your budget makes the next steps much easier.

Then you need to create a contract for your team members and decide how to pay them. Are they contract workers, employees? Talk to an accountant to see which option would be best for your business.

Where to Find Team Members

- In your own community

- Job sites like Upwork or Fiverr

- Virtual Assistant networks or Facebook Groups

- Individual Sites

- Ask around

- Look Locally

Keep Them Updated

- Weekly team meetings

- Regularly updated reports or guidelines

- Project Status updates or task assignments

Make sure your team members feel like they are part of a team. Let them know what's going on in your business!

Scheduling 3 Days

HOW TO SET YOURSELF UP TO BE FURIOUSLY PRODUCTIVE IN 3 DAYS.

Day 1 - Monday

I HOUR

- Answer emails – 10 minutes

- Update Team on projects & tasks – 20 minutes

- Check social media, blog posts and content for publish – 10 minutes

- Finish one task on my weekly list – 20 minutes

Day 2 - Wednesday

- Answer emails – 10 minutes

- Work on one task from my weekly list – 50 to 70 minutes

- Meet with new leads – 15 to 30 minutes

- Send new leads contracts & info packets – 15 minutes

Day 3 - Friday

1.5 HOURS

- Answer emails – 20 minutes
- Finish weekly tasks – 40 minutes
- Check on team, clients or finish small tasks – 15 minutes
- Create next week's tasks – 15 minutes

Optional Work:
- Prep for workshops – 30 minutes
- Finish additional tasks – 20 minutes to 1 hour
- Meet with clients – 90 minutes

Question Time

ASK ME QUESTIONS IN THE CHAT BOX!